

THE INSTITUTE FOR EDUCATION BY RADIO

Sponsor of

The American Exhibition and Citations of Educational Radio Programs

BUREAU OF EDUCATIONAL RESEARCH
THE OHIO STATE UNIVERSITY

COLUMBUS 10

February 8, 1944

Mr. Frank E. Schooley
Executive Secretary
National Association of Educational Broadcasters
Station WILL - University of Illinois
Urbana, Illinois

Dear Frank:

" We are now planning the program for the Fifteenth Institute for Education by Radio which meets May 5-8 at the Deshler-Wallick Hotel in Columbus. We are very happy again to be able to extend a warm invitation to the NAEB to meet with us at the Institute. I am particularly interested to learn whether the organization would like to follow the usual plan or something different.

" For the past several years, the NAEB has held a special closed session at the time of the section meetings which will occur this year on Saturday evening, May 6. The program committee of the Institute suggested that perhaps the NAEB would prefer to meet just previous to the Institute or to have a luncheon session so that members might be free to attend other meetings on Saturday evening. Certainly this would be feasible. The Institute will open officially on Friday evening with a general session and there will be a special pre-conference session on Friday afternoon devoted to a demonstration of a junior town meeting by radio. The NAEB could therefore schedule its meeting almost any time on Friday with no important conflict. The AER is having its regular luncheon probably on Saturday but an NAEB luncheon could undoubtedly be arranged for some other day without difficulty.

" Please let me know whether or not your group wishes to have a section meeting on Saturday evening or whether you wish other meeting times listed in the program."

Kind personal regards,

Very cordially yours,

I. Keith Tyler
(enc)

I. Keith Tyler

T:W

FEBRUARY 11, 1944

MR. I. KEITH TYLER
INSTITUTE FOR EDUCATION BY RADIO
OHIO STATE UNIVERSITY
COLUMBUS 10, OHIO

DEAR KEITH:

THANKS FOR YOUR LETTER OF FEBRUARY 8TH REGARDING
THE FIFTEENTH INSTITUTE FOR EDUCATION BY RADIO.

I AM SURE THAT THE N.A.E.B. GROUP WILL WISH TO
HOLD SOME KIND OF A SPECIAL MEETING IN CONNECTION WITH
THE INSTITUTE. REGARDING THE EXACT DAY AND KIND OF
MEETING, I AM ASKING FOR THE ADVICE OF THE OFFICERS
AND EXECUTIVE COMMITTEE. I'LL LET YOU KNOW LATER.

WHAT IS SCHEDULED FOR SUNDAY?

CORDIALLY,

FRANK E. SCHOOLEY
PROGRAM DIRECTOR

FES:MAJ

THE OHIO STATE UNIVERSITY
COLUMBUS

COLLEGE OF EDUCATION
BUREAU OF EDUCATIONAL RESEARCH

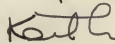
January 27, 1940

Mr. Carl Menzer
State University of Iowa
Iowa City, Iowa

Dear Carl:

Now that we begin work on the program for the Eleventh Institute, we again write you to invite the National Association of Educational Broadcasters to hold its regular closed meeting on Monday evening, April 29. Please let me know whether the Association will want this meeting again and whether, as usual, it is to be a closed meeting. We are delighted to have this group meet with us and are counting upon this regular meeting. May I hear from you very soon?

Very cordially yours,



I. Keith Tyler

IKT:MMR

JUDGES' AWARDS FOR
THE SECOND AMERICAN EXHIBITION OF RECORDINGS OF
EDUCATIONAL RADIO PROGRAMS

May 2-4, 1938

Sponsored by the
Ninth Institute for Education by Radio
Ohio State University, Columbus, Ohio

I. Entries by Educational Organizations or Stations

a. For general use. Lecture, talk, speech.

FIRST AWARD. "Science in the News." Broadcast of July 15, 1937. Planned and produced by the University Broadcasting Council, Chicago. Speaker, Olan Soule. Length of program, 15 minutes. Broadcast over Station WCFL and the NBC Blue Network.

b. For general use. Demonstration or participation program.

No award or honorable mention.

c. For general use. Dialog, round-table conversation, interview, debate, question and answer.

FIRST AWARD. "The Right Job." Broadcast of February 6, 1938. Planned and produced by the University Broadcasting Council, Chicago. Script written by J. H. Hazelhurst. Length of program, 15 minutes. Broadcast given over Station WGN, Chicago, and the Mutual Network, from 2:00 to 2:15 P.M.

HONORABLE MENTION. "The Crisis in Central Europe." From the University of Chicago Round Table series. Planned and produced by the University Broadcasting Council, Chicago. Length of program, 30 minutes. Program given without scripts by Harry D. Gideonse, Clifton M. Utley and Carroll Binder. Date of broadcast, February 27, 1938, from 12:30 to 1:00 P.M. F.S.T. over Station WMAQ, Chicago, and the NBC Red Network.

d. For general use. All forms of dramatization.

FIRST AWARD. "The Little Indian of Mexico." From the series, "Brave New World." Planned and produced by the Educational Radio Project of the United States Office of Education. Length of program, 30 minutes. Written by Bernard C. Schoenfeld and directed by Irving Reis. Produced by professional cast from the project. Broadcast on January 10, 1938, from 10:30 to 11:00 P.M. over Station WABC, New York, and the CBS Network.

HONORABLE MENTION. "Story of Electricity." From the series, "The World Is Yours." Planned and produced by the Educational Radio Project of the United States Office of Education. Written by Peter J. Harkins, directed by Philip H. Cohen and produced by professional cast from the project. Broadcast February 27, 1938 from 4:30 to 5:00 P.M. over Station WEF, New York City, and the NBC Red Network.

HONORABLE MENTION. "Christ of the Andes." From the series, "Brave New World." Planned and produced by the Educational Radio Project of the United States Office of Education. Written by Bernard C. Schoenfeld, dir-

ected by Earle McGill, and produced by professional cast from the project. Broadcast December 20, 1937, from 10:30 to 11:00 P.M. over Station WABC, New York, and the CBS Network.

c. For use in school by primary children (approximately Grades I-III).

HONORABLE MENTION. "Rhythm Imitations." From the series, "Rhythm Games for Children," of the Wisconsin School of the Air. Planned and produced by Station WHA at the University of Wisconsin. Written by Mrs. Fannie Steve, produced by Frederick Fuller and given by Mrs. Steve. Broadcast March 4, 1938, from 2:00 to 2:15 P.M. over Station WHA, Madison, Wisconsin.

f. For use in school by elementary children (approximately Grades IV-VI).

HONORABLE MENTION. "Story of Glass." From the series, "Stories about Familiar Things." Planned and produced by the Rochester School of the Air. Written, directed and produced by Elizabeth W. Cross. Broadcast February 23, 1938, from 2:00 to 2:15 P.M. over Station WHAM, Rochester, New York.

HONORABLE MENTION. "Journeys in Music Land." Broadcast of February 23, 1938. One of the series of the Wisconsin School of the Air. Planned and produced by Station WHA of the University of Wisconsin. Given without script by Professor E. B. Gordon and student group. Broadcast February 23, 1938, from 2:00 to 2:15 P.M. over Station WHA, Madison, Wisconsin.

g. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII)

FIRST AWARD. "Carnival at Nice." From the series, "French for High Schools," of the Wisconsin School of the Air. Planned and produced by Station WHA of the University of Wisconsin. Written by Mlle. Germaine Mercier. Directed by Walter Krulevitch and given by members of the University French department. Broadcast January 14, 1938, from 11:30 to 11:45 A.M. over Station WHA, Madison, Wisconsin.

HONORABLE MENTION. "News Today, History Tomorrow." A weekly broadcast of the Rochester School of the Air. Written, produced and given by Paul C. Reed. Broadcast February 16, 1938 from 1:30 to 1:45 P.M. over Station WHAM, Rochester, New York.

II. Entries by Commercial Stations

a. For general use. Lecture, talk, speech.

FIRST AWARD. "English Foreign Policy." From the series, "The Story Behind the Headlines." Planned and produced by the National Broadcasting Company and the American Historical Association. Written, directed and produced by Cesar Saerchinger. Broadcast March 11, 1938 from 7:15 to 7:30 P.M. over Station WJZ, New York City and the NBC Blue Network.

HONORABLE MENTION. "Raymond Gram Swing." One of a regular weekly series, planned and produced by Station WOR, Newark, New Jersey. Written and given by Raymond Gram Swing. Broadcast Mondays from 8:30 to 8:45 P.M. over Station WOR and the Mutual Network. Date not given.

b. For general use. Demonstration or participation program.

FIRST AWARD. "NBC Home Symphony." Broadcast of March 13, 1938. Planned and produced by the National Broadcasting Company. Written, directed and conducted by Ernest La Prade. Broadcast March 13, 1938, from 12:00 to 12:30 P.M. over Station WEAJ, New York and the NBC Red Network.

c. For general use. Dialog, round-table conversation, interview, debate, question and answer.

FIRST AWARD. "Cooperation with Government." From the series, "America's Town Meeting of the Air." Planned and produced by the National Broadcasting Company and Town Hall, Inc. Arranged by George Denny, Jr. Directed by Joseph Bell. Speakers, Willkie and Jackson. Broadcast January 6, 1938, from 9:30 to 10:30 P.M. over Station WJZ, New York, and the NBC Blue Network.

d. For general use. All forms of dramatization.

FIRST AWARD. "The House That Jack Didn't Build." From the "Columbia Workshop" series. Planned and produced by the Columbia Broadcasting System. Written by Alfred Kreymborg. Directed by William N. Robson and produced with professional cast. Broadcast January 15, 1938, from 8:00 to 8:30 P.M. over Station WABC, New York, and the CBS Network.

FIRST AWARD. "Madam Curie." From the "Columbia Workshop" series. Planned and produced by the Columbia Broadcasting System. Written and directed by William N. Robson and produced with a professional cast. Broadcast January 29, 1938, from 8:00 to 8:30 P.M. over Station WABC of New York City and the CBS Network.

e. For use in school by primary children (approximately Grades I-III).

No entries.

f. For use in school by elementary children (approximately Grades IV-VI).

FIRST AWARD. "Your Health." Broadcast of January 5, 1938. Planned and produced by the National Broadcasting Company and the American Medical Association. Written by Russell Edgely. Directed by Gordon Hughes and given by Dr. William H. Bauer and professional cast. Broadcast January 5, 1938, from 2:00 to 2:30 P.M. E.S.T. over Station WMAQ, Chicago, and the NBC Red Network.

HONORABLE MENTION. "The Frog and the Butterfly." From the series "Folk Tales of the Western World," of the American School of the Air. Planned and produced by the Columbia Broadcasting System. Written by L. J. Matschat, directed by Earle McGill and produced by professional cast. Broadcast March 10, 1938, from 2:45 to 3:00 P.M. over Station WABC, New York, and the CBS Network.

g. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

FIRST AWARD. "Propaganda." From "Exits and Entrances" series of the American School of the Air. Planned and produced by the Columbia Broad-

casting System. Written by Stuart Ayres, directed by Earle McGill and given by Shepard Stone and professional cast. Broadcast November 22, 1937, from 2:30 to 3:00 P.M. over Station WABC, New York, and the CBS Network.

HONORABLE MENTION. "Cathedral and Cloister." From the series, "Old World Backgrounds" of the American School of the Air. Planned and produced by the Columbia Broadcasting System. Written by Louis W. Curtis, directed by Earle McGill and given by Father Finn's Paulist Choristers. Broadcast November 23, 1937, from 2:30 to 3:00 P.M. over Station WABC, New York, and the CBS Network.

FINAL REGISTRATION

NINTH ANNUAL INSTITUTE FOR EDUCATION BY RADIO - 1938

NAME	ORGANIZATION	PERMANENT ADDRESS
Abbot, Waldo	University of Michigan	Ann Arbor, Michigan
Alkin, W. M.	Progressive Education Assn.	Ohio State University
Ainley, J.	University Broadcasting Council	230 N. Michigan, Chicago, Ill.
Aldridge, Wm. O.		54 Garden Road, Columbus, O.
Angell, James R.	National Broadcasting Co.	New York City
Appleman, H. M.	Board of Education	Columbus, Ohio
Arps, George F.	Ohio State University	Columbus, Ohio
Auble, Robert N.	Arsenal Technical Schools	Indianapolis, Indiana
Bain, Mrs. J. Herbert	Muskingum College	New Concord, Ohio
Barbour, Henry S.	University Broadcasting Council	Chicago, Illinois
Bath, Edwin J.	Ohio Farm Bureau	Columbus, Ohio
Bartlett, Kenneth	Syracuse University	Syracuse, New York
Bean, Donald	University of Chicago Press	Chicago, Illinois
Beier, L. W.	Allied Radio Corporation	Chicago, Illinois
Beier, Mrs. L. W.		7000 E. End Ave., Chicago, Ill.
Bell, Hermine		846 E. Broad St., Columbus, O.
Bembower, William	Agricultural Extension	Court House, Zanesville, O.
Bennett, Raymond D.	College of Education	Ohio State University
Bennett, Mrs. Raymond		1951 Indianola Ave., Col., O.
Berns, Karl H.	Ohio Education Association	Columbus, Ohio
Berns, Mrs. Karl H.		1846 Arlington Ave., Col., O.
Beville, H. M., Jr.	National Broadcasting Co.	New York City
Bibber, H. W.	Ohio State University	Columbus, Ohio
Bildersee, Pat	National Broadcasting Co.	New York City
Billington, R. V.	U. S. Office of Education	Washington, D. C.
Bills, Robert		Laramie, Wyoming
Blair, Geraldine		1489 Michigan Ave., Col., O.
Bowen, Ward C.	N. Y. State Education Dept.	Albany, New York
Foyd, Randolph		Edon, Ohio
Bradley, M. E.	Clemson College	Clemson, South Carolina
Broda, Margaret W.	Junior League of Canton, O.	1320 - 26th St., N.W., Canton, Ohio
Brownfield, W. W.	Extension Service	Ohio State University
Bryant, George R.	WPA State Staff	309 E. Dunedin Rd., Col., O.
Buckley, H. M.	Board of Education	Cleveland, Ohio
Burdin, Gray	Butler University	Indianapolis, Indiana
Burt, Harold E.	Dept. of Psychology	Ohio State University
Cahoon, G. P.	Dept. of Education	Ohio State University
Cappell, George T.	General Baking Company	Columbus, Ohio
Cappell, Richard		400 E. 59th St., c/o Gilbert, New York City
Carpenter, Harry A.	Rochester Public Schools	Rochester, New York
Carpenter, H. K.	United Broadcasting Co.	1311 Terminal Tower, Cleveland, Ohio
Cavert, Inez M.	Federal Council of Churches	297 Fourth Ave., New York City
Charters, W. W.	Bureau of Educational Research	Ohio State University

Name	Organization	Permanent Address
Charters, Mrs. W. W.		1927 Indianola Ave., Col., O.
Closs, H. F.	Ohio Wesleyan University	Delaware, Ohio
Coleman, Robert J.	Station WKAR	East Lansing, Michigan
Comfort, Dorothea	Mackenzie High School	Detroit, Michigan
Cowan, Mrs. W. S.	Children's Hospital	1505 Franklin Park, S., Columbus, Ohio
Crane, A. G.	Committee on Education by Radio	Laramie, Wyoming
Crews, A. R.	Northwestern University	Evanston, Illinois
Cummings, James E.	National Catholic Welfare Conference, Dept. of Edu.	1312 Massachusetts Ave., N.W. Washington, D. C.
Dale, Edgar	Bureau of Educational Research	Ohio State University Lafayette, Indiana
Dammon, Clarence E.	Purdue University	Buffalo, New York
Darrow, B. H.	Station WBEW	
Daubenspeck, Eloise	Columbia Broadcasting System	New York City
Dawes, Robert Gates	Ohio University	Athens, Ohio
Dearborn, Ned H.	New York University	New York City
Devendorf, Lois		133 Center St., Forty Fort, Pennsylvania
Diemer, Mary Kay	Extension Service	Wellsburg, West Virginia
Dodds, Lloyd B.	Ohio State University	Columbus, Ohio
Drips, W. E.	National Broadcasting Co.	Chicago, Illinois
Drucker, Mary J.	National Youth Administra- tion	
Dunham, Franklin	National Broadcasting Co.	8 Chestnut St., Columbus, O.
Easte, Frank Ellen		New York City
		837 St. Louis Ave., Zanes- ville, Ohio
Edwards, Alva	South High School	Columbus, Ohio
Ehrensberger, Ray	University of Maryland	College Park, Maryland
Elliott, Geraldine	Station WJR	Detroit, Michigan
Engel, Harold A.	State Station WHA	Madison, Wisconsin
Erickson, Annie M.		Spearfish, South Dakota
Evans, S. Howard	National Committee on Edu- cation by Radio	
Everson, C. M.	Station WHKC	1 Madison Ave., New York City
Ewbank, H. L.	University of Wisconsin	Columbus, Ohio
Ewing, Mrs. E. E.	American School	Madison, Wisconsin
		Rivadavia 6100, Buenos Aires, Argentina
Ewing, W. H.	Muskingum College	New Concord, Ohio
Farley, Belmont	National Education Assn.	1201 - 16th St., N.W., Washington, D. C.
Fashbaugh, Robert		Delta, Ohio
Fawcett, Dorothy E.	Junior League of Canton, Ohio	Canton, Ohio
Felber, Marguerite Bair		353 West 57th St., N.Y.C.
Ferris, G. E.	Agricultural Extension Service	Ohio State University Akron, Ohio
Finney, Mary H.	Akron Public Schools	637 Washington Road, Grosse Pointe, Michigan
Fisher, Katherine		
Fisher, Sterling	Columbia Broadcasting System	New York City

Name	Organization	Permanent Address
Fleming, Marguerite		244 S. Monroe Ave., Col., O.
Florence, Mrs. George		43 Jefferson Ave., Col., O.
French, Josephine	Board of Education	Akron, Ohio
French, Robert S.	Station WHKC	Columbus, Ohio
Fuller, Frederick	Station WHA	Madison, Wisconsin
Frutchey, Fred P.	Extension Service	U. S. Dept. of Agriculture, Washington, D. C.
Garrison, Garnet R.	Wayne University	295 Grove Ave., Highland Park, Michigan
Gates, Loren	Miami University	Oxford, Ohio
Gates, R. W.		15 Fourteenth Ave., Col., O.
Gibbony, Hazel L.	Bureau of Educational Research	Ohio State University
Golden, Virginia	Station WCKY	2603 Bellevue Ave., Cin- cinnati, Ohio
Goldstein, Harry	Wayne University	597 Josephine, Detroit, Mich.
Gordon, Mrs. William	Study Group, Avondale	318 Cypress Ave., Col., O.
Gotham, Raymond E.	University of Wisconsin	Madison, Wisconsin
Gowdy, Martha	Junior League Director	Biltmore Hotel, Dayton, Ohio
Green, Helen H.	National W.C.T.U.	409 Frederick Bldg., Cleve- land, Ohio
Griffith, W. I.	Station WOI	Ames, Iowa
Gringle, Agnes M.	Cooley High School	1144 Lawrence, Detroit, Mich.
Grove, Elsie	South High School	244 S. Monroe, Columbus, O.
Hallack, Sanford		1205 Madison Ave., Col., O.
Hammerschmidt, A.L.		86 Lakeview, E., Col., O.
Harley, William G.	Station WHA	Madison, Wisconsin
Harrison, Margaret	Progressive Education Assn.	310 W. 90th St., N.Y.C.
Harshbarger, H. Clay	State University of Iowa	Iowa City, Iowa
Harshfield, H. W.	Agricultural Extension Service	Ohio State University
Hatton, Edith M.	Master Reporting Company	1635 Standard Bldg., Cleve- land, Ohio
Hatton, O. C.	Akron Public Schools	Akron, Ohio
Havighurst, Robert J.	General Education Board	49 W. 49th St., N.Y.C.
Hayworth, Donald	Michigan State College	East Lansing, Michigan
Head, Myrtle	Cleveland Board of Edu- cation	11432 Mayfield Road, Cleveland, Ohio
Heer, A. L.	Kent University	Kent, Ohio
Hegler, Robert		242 King Ave., Columbus, O.
Heil, Louis	Bureau of Educational Research	Ohio State University
Heimlich, W. F.	Station WOSU	Ohio State University
Hellfritsch, Alvin G.	University of Wisconsin	Madison, Wisconsin
Hemphill, Josephine	U. S. Dept. of Agriculture	3220 Connecticut Avenue, Washington, D. C.
Hendrix, W. S.	Ohio State University	Columbus, Ohio
Herman, Philip Jay		Garrettsville, Ohio
Herrington, Richard		164 Russell Ave., Akron, O.
Higgy, R. C.	Station WOSU	Ohio State University
Hiller, Ola B.	Pontiac Public Schools	396 W. Huron St., Pontiac, Michigan
Hissong, Clyde	Bowling Green State Uni- versity	Bowling Green, Ohio

Name	Organization	Permanent Address
Holmgren, Rod	University Broadcasting Council	Lunt Administration Bldg., Evanston, Illinois
Holy, T. C.	Bureau of Educational Research	Ohio State University
Hoskins, Luella	Board of Education	4237 N. Pauline Street, Chicago, Illinois
Howard, Charlotte		Layall, Kentucky
Hubbell, E. Gordon	University of Wisconsin	Madison, Wisconsin
Huddleston, Richard E.	University of Southern California	Los Angeles, California
Hunter, R. C.	Ohio Wesleyan University	Delaware, Ohio
Inman, Mrs. James R.	East Cleveland Council P.T.A.	1840 Stanwood Rd., East Cleveland, Ohio
Jackson, Helen		Powell, Ohio
Jager, Harry A.	U. S. Office of Education	Washington, D. C.
Johnson, Marcella	Avondale P.T.A.	253 Dakota Ave., Columbus, O.
Johnston, Mrs. Dale	Avondale P.T.A.	38 Cypress Ave., Columbus, O.
Jones, Carleton C.	Bureau of Educational Research	Ohio State University
Jones, Ewing	Soil Conservation Service	Dayton, Ohio
Jones, Frances E.	Ohio State University Alumni Board	Ohio State University
Jukes, Vincent	Ohio University	49 Stimson Ave., Athens, O.
Kadderly, Wallace L.	Radio Service, U.S. Dept. of Agriculture	Washington, D. C.
Kadderly, Mrs. Wallace		Arlington, Virginia
Kaltenborn, H. V.	Columbia Broadcasting System	9 Garden Place, Brooklyn, New York
Keister, Howard W.		Wooster, Ohio
Keliher, Alice V.	Progressive Education Assn.	New York City
Keller, Edith M.	State Dept. of Education	Columbus, Ohio
Kent, Harold W.	Board of Education	228 N. Lasalle Street, Chicago, Illinois
Kerbey, McFall	National Geographic Society	Washington, D. C.
Kirby, E. M.	Station WSM	Nashville, Tennessee
Kirkland, Amelia	Ashland College	Box 363, Ashland, Ohio
Kisling, Adrian B.		South Fayette St., Washington, C.H., Ohio
Knope, Mrs. Franklin A.	American Association of University Women	99 Gregory Hill Road, Rochester, New York
Koon, Cline M.		1601 - 21st St., N.W., Washington, D. C.
Kyvig, Edward	State University of Iowa	309 N. Capital St., Iowa City, Iowa
La Cost, Mrs. C. Tracy	Ohio Congress of Parents and Teachers	2050 Parkside Blvd., Toledo, Ohio
Lamm, Jerome		2441 E. Overlook Road, Cleveland Heights, Ohio
Lang, C. C.	Agricultural Extension Service	Ohio State University
La Prade, Ernest	National Broadcasting Co.	New York City
Lardie, Kathleen N.	Detroit Public Schools	9345 Lawton Ave., Detroit, Michigan
Lawton, Sherman P.	Stephens College	Columbia, Missouri

Name	Organization	Permanent Address
Lazarsfeld, Paul F.	Princeton Radio Research Project	801 Westend Ave., Princeton, New Jersey
Leake, H. H.	Station WNAD	Norman, Oklahoma
Leeder, Joseph A.	Ohio State University	Columbus, Ohio
Legge, Wilda K.		Monnett Hall, Delaware, Ohio
Levenson, W. B.	Cleveland Schools	3535 E. 116th St., Cleveland, Ohio
Lowdermilk, R. R.	Bureau of Educational Research	Ohio State University
Lundquist, Harold L.	Station WMBI	153 Institute Place, Chicago, Illinois
McCarty, Harold B.	Station WHA	Madison, Wisconsin
McClain, Louise	Extension Service	P.O. Box 1167, Steubenville, Ohio
McClintock, J. E.	Ohio State University	Columbus, Ohio
McCutchen, S. P.	Progressive Education Assn.	Ohio State University
McGarvey, G. A.	U. S. Office of Education	Washington, D. C.
McGuire, Esther L.	Muskingum College	New Concord, Ohio
McKnight, Corinne	Muskingum College	New Concord, Ohio
McLean, Irene A.	Arsenal Technical High School	2163 N. New Jersey, Indianapolis, Indiana
McNeill, Mrs. George A.	American Association of University Women	193 Elmdorf Avenue, Rochester, New York
Maddy, J. E.	University of Michigan	Ann Arbor, Michigan
Madsen, Mrs. Esther M.	Ohio W.C.T.U.	3288 Kildare Road, Cleveland Heights, Ohio
Mangner, Ted	University of Illinois	501 E. University Ave., Champaign, Illinois
Markham, G. Emerson	General Electric Company	Schenectady, New York
Markham, Mrs. G. Emerson		Schenectady, New York
Marsh, Dorcas	Home Demonstration Agent	434 Lincoln Ave., Cadiz, O.
Marshall, John	Rooseffeller Foundation	49 W. 49th St., N.Y.C.
Martin, Mrs. Charles	Station KWK	400 Algonquin Place, Webster Groves, Missouri
Mathews, L. H.	Wisconsin Project School Broadcasting	Madison, Wisconsin
Maupin, Merle	Muskingum College	New Concord, Ohio
May, Earle C.	Research Project, University of Wisconsin	740 Langdon St., Madison, Wisconsin
Melvin, Mrs. Edna	Columbus Public Schools	713 Franklin Ave., Col., O.
Melvin, John H.		713 Franklin Ave., Col., O.
Menzer, Carl	Station WSUI, State University of Iowa	Iowa City, Iowa
Miles, J. Robert	Bureau of Educational Research	Ohio State University
Miller, Allen	University Broadcasting Council	230 N. Michigan Ave., Chicago, Illinois
Miller, John W.	Ohio State University	240 S. Hague, Columbus, O.
Mitchell, Mrs. D. T.	Parent-Teacher Assn.	1460 Republic Ave., Col., O.
Molden, Marjorie		204 N. Collett, Lima, Ohio
Moorhead, Richard H.		220 W. 10th Ave., Col., O.
Moreland, Wallace S.	Extension Service, Rutgers University	New Brunswick, New Jersey
Morgan, Clarence M.	Indiana State Teachers College	Terre Haute, Indiana

Name	Organization	Permanent Address
Muskat, Caroline J. Naddy, Bertha Nelson, Frank H.		Marietta, Ohio 461 N. Broadway, Col., O. 17603 Franklin Blvd., Lake- wood, Ohio
Newton, Charles Nisonger, H. W. Norris, Emory Norvelle, Lee Nuckles, Rolla Oerlein, Karl F. Ogan, R. W. Olds, Jane Olmstead, John G. Orndorff, Bernice	University of Chicago College of Education Indiana University University of Kansas State Teachers College Muskingum College WPA in Ohio National Council Teachers of English Bureau of Educational Research The Columbus Citizen Research Project in School Broadcasting Norwester Woman's Club Station WOSU Federal Radio Workshop	Chicago, Illinois Ohio State University Grove City, Ohio Bloomington, Indiana Lawrence, Kansas Indiana, Pennsylvania New Concord, Ohio Conneaut, Ohio 337 S. High St., Columbus, O. State Teachers College, Indiana, Pennsylvania
O'Steen, Alton Otis, Lehman Parker, Lester W.	Bureau of Educational Research The Columbus Citizen Research Project in School Broadcasting	Ohio State University Columbus, Ohio
Patterson, Mac Pettegrew, C. W. Pfandt, Jan E.	Norwester Woman's Club Station WOSU Federal Radio Workshop	Madison, Wisconsin 1628 Andover Road, Col., O. Ohio State University 5743 Kenneth Ave., Cincin- nati, Ohio
Phillips, Elmer S.	Cornell University	966 E. State St., Ithaca, New York
Phillips, Mary Pooley, Robert C. Pore, O. E. Radkey, Arthur A.	Music Department University of Wisconsin State Dept. of Education Station WLW	Ohio State University Madison, Wisconsin Columbus, Ohio 146 W. McMillan, Cincinnati, Ohio
Ralls, M. Margariete	Institute for Education by Radio	Ohio State University
Ramseyer, Lloyd L.	Bureau of Educational Research	Ohio State University Detroit, Michigan
Rankin, Paul T. Reed, Harold C. Reed, Paul C.	Detroit Public Schools Rochester School of the Air	R.R. 2, Richwood, Ohio 13 S. Fitzhugh St., Roch- ester, New York
Reed, Mrs. Paul C. Reeder, Ward G. Reeve, Arthur D., Jr. Reeves, Jerome R. Rendle, James Replogh, L. K. Reynolds, William A. Ries, Joseph Riley, Donald W. Rinear, Mrs. L. C. Rishworth, Thomas D. Robinson, Francis Robson, William N.	Ohio State University National Peace Conference Station WBNS Ohio Wesleyan University Columbus Public Schools Station WLW Speech Department Avondale PTA Station KSTP Station WSM Columbia Broadcasting System	Rochester, New York Columbus, Ohio 8 W. 40th St., New York City Columbus, Ohio Delaware, Ohio 270 E. State St., Col., O. 1479 Inglis Ave., Col., O. Cincinnati, Ohio Ohio State University 289 Dakota Ave., Columbus, O. St. Paul, Minnesota Nashville, Tennessee
Roling, Margaret	Columbus Public Schools	New York City 1055 Ridge St., Columbus, O.

Name	Organization	Permanent Address
Roller, Larry	Stations WHK, WCLE	Cleveland, Ohio
Rook, Margaret	Akron Board of Education	250 Crescent Dr., Akron, O.
Rosenblum, Earle E.		2360 Putnam St., Toledo, O.
Ross, Anthony	Station WKEN	80 Sixth St., Campbell, O.
Rowell, E. J.	U. S. Dept. of Agriculture	Washington, D. C.
Runyeon, Mrs. Kay		182 Aldrich Rd., Columbus, O.
Saerchinger, Cesar	American Historical Assn. Radio Committee	15 Central Park, W., N.Y.C.
Sanders, Frank P.	Oglebay Institute	Oglebay Park, Wheeling, West Virginia
Sankey, Mrs. Anna McClain	Webster College	412 N. Union Blvd., St. Louis, Missouri
Schmidt, J. P.	Agricultural Extension Service	Ohio State University
Schnopp, Walter C.	Extension Service, West Virginia University	Morgantown, West Virginia
Schneidewind, Henry	Wayne University	1044 Casgrain, Detroit, Mich.
Schooley, Frank E.	University of Illinois	Urbana, Illinois
Schreiber, J. V.		3308 W. 110th St., Cleveland, Ohio
Schwartz, Mrs. Lavina S.	Station WBEM	5135 Woodlawn Ave., Chicago, Illinois
Seebach, Julius F.	Station WOR	1440 Broadway, New York City
Sharp, Fern	Station WBNS	42 East Gay St., Columbus, O.
Sheffield, Virginia	National Committee on Education by Radio	New York City
Shield, Robert		2700 Broadway Ave., Pitts- burgh, Pennsylvania
Shields, Evelyn	Junior League	200 Haver Rd., Dayton, Ohio
Shultz, C. L.		162 W. Main St., Alexandria, Ohio
Skarry, Patricia	Allied Radio Corporation	6849 Cornell, Chicago, Ill.
Smith, Burton M. L.	Research Project in School Broadcasting	Madison, Wisconsin
Smith, Gretchen	Ft. Wayne School of the Air	709 Kinnaird, Ft. Wayne, Ind.
Smith, Harley	Louisiana State University	Glendale St., Baton Rouge, Louisiana
Smith, Mrs. William L.	Columbus League for Hard of Hearing	218 Wilson Ave., Columbus, O.
Spaeth, Mrs. Dorothy	Avondale P.T.A.	182 Dakota Ave., Columbus, O.
Sprang, Ralph H.		69 - 14th Ave., Columbus, O.
Sprott, Elise I.	British Broadcasting Corp.	London, England
Stanton, Frank N.	Columbia Broadcasting System	New York City
Stauffer, Edwin S.	South High School	181 E. Beaumont Rd., Col., O.
Stauffer, Harriett		Birmingham, Michigan
Stenius, Arthur	Western High of Detroit	1177 Edison, Detroit, Mich.
Stephenson, Geneva		242 - 13th Ave., Columbus, O.
Sterns, Gladys		Buffalo, New York
Stewart, C. S.	Arsenal Technical Schools	Indianapolis, Indiana
Stewart, Irvin	Committee on Scientific Aids to Learning	41 E. 42nd St., New York City
Stewart, Sid		91 E. Woodruff Ave., Col., O.
Strawn, Eileen		Milford Center, Ohio

Name	Organization	Permanent Address
Stricklin, C. A.	Extension Division	Wheeling, West Virginia
Sulzer, Elmer G.	University of Kentucky	Lexington, Kentucky
Summers, H. B.	Kansas State College	Manhattan, Kansas
Swanson, Martha Anne		Boston, Massachusetts
Telford, Frank	Detroit Board of Education	3206 Blaine Ave., Detroit, Michigan
Turner, Robert M.		West 4th St. Road, Mans- field, Ohio
Tuttle, Warren W.	Division of Public Assis- tance	State Office Building, Columbus, Ohio
Tyler, I. Keith	Institute for Education by Radio	Ohio State University 1810 Devon Rd., Columbus, O.
Tyler, Margaret Carey		
Tyler, R. W.	Bureau of Educational Research	Ohio State University 319 W. 89th St., N.Y.C.
Tyler, Tracy F.	University of Minnesota	U. S. Dept. of Agriculture, Washington, D. C.
Van Deman, Ruth	Bureau of Home Economics	Delaware, Ohio 3324 E. 49th Street, Cleveland
Van Hoesen, Eleanor		
Vavrek, Agnes		
Virtue, R. S.	Extension Dept., West Virginia University	Moundsville, West Virginia Cleveland, Ohio
Vorpe, John T.	Stations WHK-WCLE	1465 Loretta Ave., Col., O.
Waggoner, Margaret	State Dept. of Education	2421 N. High St., Col., O.
Wagstaff, Kenneth G.	Station WOSU	475 Rookingham St., Roch- ester, New York
Wahl, Rhea	University of Rochester	Merchandise Mart, Chicago, Illinois
Waller, Judith C.	National Broadcasting Co.	Lakewood, Ohio
Waltan, A. Ballard		66 S. Dakota Ave., Col., O.
Warren, Mrs. R. L.	Avondale P.T.A.	312 W. 9th Ave., Columbus, O.
Waters, S. A.		82 W. 10th Ave., Columbus, O.
Watson, H. W.		82 W. 10th Ave., Columbus, O.
Watson, June W.		54 - 13th Ave., Columbus, O.
Wells, Emmett R.		235 W. 10th Ave., Col., O.
Westerkamp, Richard F.		198 E. Hudson St., Col., O.
Wetzel, H. E.		230 N. Michigan Ave., Chicago, Illinois
Wheatley, Parker	University Broadcasting Council	108 Packard Ave., Tufts College, Massachusetts
Wheeler, Carleton A.	Station WLXAL	318 E. 17th Ave., Col., O.
Wheeler, Marjorie		135 E. Mt. Airy Ave., Philadelphia, Pa.
White, Holman	Philadelphia Public School	Indianapolis, Indiana
White, John M.	Arsenal Technical Schools	St. Clairsville, Ohio
Whitney, Eleanor	Home Demonstration Agent	
Whitsey, Edna Alice	Cleveland Board of Educa- tion	Cleveland, Ohio
Whittinghill, Walter	Dept. of Visual and Aud- itory Education	9345 Lawton Ave., Detroit, Michigan
Wiebe, G. D.	Bureau of Educational Research	Ohio State University
Wiesner, Jerome	University of Michigan	640 Oxford, Ann Arbor, Mich.

Name	Organization	Permanent Address
Wiles, Kimball	Bureau of Educational Research	Ohio State University
Williams, Byron B.	Station WOSU	Ohio State University
Williams, Gilbert D.	Station WBAA	N. Salisbury Street Road, Lafayette, Indiana
Wilson, A. F.	Extension Division, University of West Virginia	Moundsville, West Virginia
Wilson, J. Watson	Muskingum College	New Concord, Ohio
Wilson, M. E.	Ohio State University	Station B, Box 2, Col., O.
Wilson, W. Gail		1487 Pennsylvania Ave., Columbus, Ohio
Wing, Mrs. George		Worthington, Ohio
Woelfel, Florence C.		1740 Arlington Ave., Col., O.
Woelfel, Norman	Bureau of Educational Research	Ohio State University
Woodbridge, Paul Cook	Radio Guide Magazine	405 W. 23rd St., N.Y.C.
Wright, G. Harry	Kent State University	Kent, Ohio
Wrightstone, J. Wayne	Bureau of Educational Research	Ohio State University
Young, Blanche	Indianapolis Public Schools	150 N. Meridian, Indianapolis, Indiana
Zeckiel, A. N.	Progressive Education Assn.	Ohio State University
Zeigler, Grace M.		445 $\frac{1}{2}$ E. Creighton, Ft. Wayne, Indiana
Zeigler, Verda Mae	H.H. School	445 $\frac{1}{2}$ E. Creighton, Ft. Wayne, Indiana
Zimmerman, H. William		1412 N. High St., Col., O.
Zimpfer, B. G.		1553 Maber Rd., Columbus, O.
Zook, George F.	American Council on Education	4500 Klinge St., N.W., Washington, D. C.
Summary by Organizations:	Colleges and Universities	119
	Students	46
	Public Schools	31
	PTA	8
	Commercial Stations	37
	Organizations	66
	Miscellaneous	<u>30</u>
		337
Summary by States:	24 states and District of Columbia	
	2 foreign countries	

N I N T H I N S T I T U T E F O R E D U C A T I O N B Y R A D I O

(Registration Monday Morning, May 2, 1938)

Ainley, J. T. - Univ. Broadcasting Co.- 230 N. Mich.	Deshler
Aldridge, Wm. O. - Free Lance Writer and Producer, 54 Garden Road, Col.	
Aikin, W. M. - O. S. U., Columbus, Ohio	
Barbour, Henry S. - Univ. Broadcasting Council, Chicago, Ill.	Deshler
Bartlett, Kenneth - Syracuse Univ. Radio Workshop	Deshler
Budersee, Pat - Nat'l Brdstng. Co. 285 Lincoln Place, Brooklyn	Deshler
Beier, L. W. - Allied Radio Corp. 833 W. Jackson Boul., Chicago, 163 E. Norwich	
Bell, Hermine - W.O.S.U., 846 E. Broad St., Columbus	
Beville, H. N. Jr. - National Broadcasting Co., Radio City, N.Y.	Deshler
Bibber, H. W. - Ohio State University, Columbus	
Blair, Geraldine - Student, 1489 Michigan Ave., Columbus	
Bradley, M. E. - Clemson College, Clemson, S. C.	Deshler
Brownfield, W. W. - Extension Dept., Townshend Hall, O.S.U.	
Buckley, H. M. - Bd. of Education, Cleveland, Ohio	Neil House
Burdin, Gray - Butler Univ., Indianapolis, Ind.	Deshler
Burt, Harold E. - Dept. Psychology, O.S.U.	
Beier, Mrs. L. W. - Allied Radio, 7000 East End. Ave., Chicago, 163 E. Norwich	
Cavat, Miss Inez M. - Federal Council of Churches	Deshler
Carpenter, Harry A. - School of the Air, 501 Genesee St. Rochester,	Deshler
Charters, W. W. - Ohio State University	
Comfort, Dorothea - Detroit Public Schools	407 King Ave.
Crews, A. R. - Northwestern Univ. School of Speech, Evanston	Deshler
Cummings, James E. - Nat'l Catholic Welfare Conference Dept. of Education, 1312 Massachusetts Ave., Wash. D.C.	Deshler
Dale, Edgar - Ohio State University	
Dammon, Clarence E. - Radio Committee, Purdue Univ., Lafayette	Deshler
Darrow, B. H. - W B F N, Statten Hotel	1314 W. 3rd Ave.
Dawes, Robert Gates - School of Dramatic Art, Ohio Univ., Athens	
Dunham, Franklin - Nat'l Broadcasting Co., New York	Deshler
Ehrensberger, Ray - Univ. of Maryland	Deshler
Elliott, Geraldine - W J R, Detroit, Fisher Bldg.	Deshler
Engel, Harold A. - State Station W H A, Madison, Wis.	Deshler
Evans, S. Howard - Nat'l Comm. on Ed. by Radio, 1 Madison Ave. N.Y.	Deshler
Ewbank, H. L. - Univ. of Wisconsin, Madison	Deshler
Ewing, W. H. - Muskingum College, New Concord, Ohio	Mt. Sterling
Belmont, Farley - NEA (Nat'l Education Association) Washington D. C.	Deshler
Fashbaugh, Robert - Student, Delta, Ohio	130 E. Woodruff Ave.
French, Robert S. - Station WHKC, 22 E. Gay St., Columbus.	
Frutchey, Fred P. - Extension Service, U.S. Dept. Agriculture, 422 E. Lane	
Gates, R. W. - Ohio State University	15 - 14th Av.
Gibbony, Hazel L. - Bureau of Educational Research	
Gotham, Raymond E. - Univ. of Wis., 121 Bascom Hall, Madison	
Griffith, W. I. - W O I, Iowa State College, Ames, Iowa	Y.M.C.A.
Gringle, Agnes M. - Cooley High School, Detroit	Deshler
Harley, William G. - WHA, Wisconsin State Station	Deshler
Harrison, Margaret - Progressive Education Assoc. New York City	Deshler
Harshbarger, H. Clay - State Univ. of Iowa, Iowa City	Neil House

Harshfield, H. W. - Agricultural Extension Service, O.S.U.	
Havighurst, Robert J. - General Education Board, 49 W. 29th St.	New York City
Head, Myrtle - Radio Music, Cleveland Bd. of Ed.	Deshler
Heer, A. L. - Kent State University, Kent, Ohio	Deshler
Heil, Louis - Bur. of Education Research, O.S.U.	Chittenden
Heinlich, W. F. - W O S U - Ohio State University	
Hellfritzsck, Alvin G. - Univ. of Wisconsin	Y.M.C.A.
Higgy, R. C. - Ohio State University	
Hiller, Miss Ola B. - Pontiac Public Schools, Michigan	Deshler
Hissong, Clyde - Dean College of Education, Bowling Green State Univ.	
Holmgren, Rob. - Univ. Broadcasting Council, Evanston, Ill.	Deshler
Hoskins, Luella - Radio Council Bd. of Ed., Chicago - 2287 Neil Avenue	
Hubbel, E. Gordon - Research Project in School Broadcasting,	
	Univ. of Wisconsin, Madison
Huddleston, Richard E. - Univ. of Southern California, Los Angeles	Ft. Hayes
Jager, Harry A. - Office of Education, Washington D.C.	Deshler
Jones, Carleton C. - Bu. of Ed. Res., O.S.U., 70 W. Tulane Rd. Columbus	
Jukes, Vincent - Ohio University, 49 Stinson Ave. Athens, O.	
Keister, Howard W. - Grad. Student, O.S.U.	70 E. 15th Ave.
Kent, Harold W. - Bd. of Education, 228 N. LaSalle St., Chicago	Deshler
Kerbey, McFall - Nat'l Geographic Society, Washington D.C.	Deshler
Kirby, E. M. - W S M, Nashville, Tenn.	Deshler
Kisling, Adrian B. - Student, 1641 Indianola Ave., Columbus	
Knope, Mrs. Franklin A. - Am. Assoc. Univ. Women, Rochester, N.Y.	
	577 E. North Broadway.
Koon, Cline M. - 1601 21st St. N.W., Washington, D.C.	Neil House
Kyvie, Edward - State University of Iowa, Iowa City	Neil House
Lang, C. C. - 4-H, Townsend Hall, O.S.U.	
LaPrade, Ernest - Nat'l Broadcasting Co. New York City	
	2530 Park Mill Road - LA. 8591, % R.R. Vance
Lardie, Kathleen N. - Detroit Public Schools	Deshler
Lawton, Sherman P. - Stephens College, Columbia, Mo.	Deshler
Lazenfeld, Paul F. - Princeton Radio Research Project	Deshler
Leake, H. H. - W N A D, Faculty Exchange, Norman, Okla. 1864 Summit St.	
Lowdermilk, R. R. - Bureau of Ed. Res., O.S.U., 163 E. Norwich Ave.	
Lundquist, Harold L. - W M B I, Chicago	
McCarty, Harold B. - W H A, Wisconsin State Station	Deshler
McClain, Louise - Extension Service, Steubenville, Ohio	
McCutchen, S. P. - Prog. Educ. Assn., Ohio State	
McNeill, Mrs. Geo. A. - A. A. U. W. Rochester Branch	577 E. N. Broadway
Mangner, Ted. - College of Agr., Univ. of Illinois, Champaign	Deshler
Markham, G. Emerson - General Electric Co., Schenectady, N.Y.	Fort Hayes
Markham, Mrs. G. Emerson	
Marshall, John - Rockefeller Foundation, N.Y. City	Deshler
Martin, Eleanor Hall - K W K, Saint Louis, Missouri	Neil House
Mathews, L. H. - Wisconsin Project School Broadcasting	Y.M.C.A.
May, Earle C. - Research Proj., Univ. of Wisconsin	Y.M.C.A.
Melvin, John H. - 713 Franklin Ave., Columbus	
Menzler, Carl - Station W S U I, State Univ. of Iowa	Deshler
Miles, J. Robert - Bureau of Ed. Research, O.S.U.	
Miller, Allen - Univ. Broadcasting Council, Chicago.	Deshler
Miller, John W. - Ohio State University, 240 S. Hague Ave., Columbus	

Mitchell, Mrs. D. T. - Parent Teacher Assn, 1460 Republic Ave. Columbus
 Moreland, Wallace S. - Extension Service, Rutgers Univ. Deshler
 Morgan, Clarence M. - Indiana State Teachers College - 99 N. Huron Ave.
 Nelson, Frank H. - Church - 17603 Franklin Bl., Lakewood Av. Y.M.C.A.
 Nisonger, H. W. - O.S.U. College of Education
 Norris, Emory - Student, O.S.U.
 Oerleim, Karl F. - State Teachers College, Indiana Pa. Chittenden
 Olmstead, John - WPA in Ohio, District # 6, 337 S. High St., Columbus
 Orndorff, Bernice - Nat'l Council Teachers of English, Indiana, Pa. Neil H.
 Otis, Lehman - The Columbus Citizen
 Parker, Lester - Research Project in School Broadcasting,
 Madison, Wisconsin Fort Hayes
 Pettegrew, C. W. - W O S U, Columbus
 Phillips, Elmer S. - Cornell Univ., Ithaca N.Y. Deshler
 Phillips, Mary - Office Dean of Women, O.S.U.
 Pooley, Robert C. - Univ. of Wisconsin, Madison, Wis. Deshler
 Pore, O. E. - State Dept. of Education, Columbus
 Radkey, Arthur A. - W L W - 146 W. McMillan, Cincinnati Fort Hayes
 Ramseyer, Lloyd L. - Bureau of Ed. Research, O.S.U.
 Rankin, Paul T. - District Public Schools, Detroit, Mich Deshler
 Reed, Paul C. - Rochester School of the Air 1810 Devon Road
 Ries, Joseph - W L W - W S A I, Education Dept. Deshler
 Robinson, Francis - Radio Station W S M, Nashville Tenn. Deshler
 Roller, Larry - W H K - W C L E, Fort Hayes
 Ross, Anthony - W K B N - 80 6th St., Campbell, Ohio 46 Chittenden
 Runyeon, Mrs. Kay - 182 Aldrich Road, Columbus
 Rushworth, Thomas D. - K S T P, St. Paul, Minn. Deshler
 Sanchinger, Cesar - Amer. Hist. Ass'n Radio Comm. Deshler
 Schooley, Frank E. - Univ. of Illinois, Urbana, Ill. Deshler
 Schreiber, J. V. - Grad. Ed., 3308 W. 110th St., Cleveland
 Seebach, Julius F. Jr. - Radio Station W C O R, N.Y. City Deshler
 Sheffield, Virginia - Nat'l Comm. on Ed. by Radio, 1 Madison Ave. N.Y.C.
 Shield, Robert - W O S U, - 247 18th Avenue, Columbus
 Shultz, C. L. - Minister, 162 N. Main St., Alexandria, Ohio
 Schwartz, Mrs. Lavinia - W B B M, Columbia Broadcasting System Deshler
 Skarry, Patricia - Allied Radio, Chicago, Ill. 165 E. Norwich Ave.
 Smith, Burton M. L. - Research Project in School Broadcasting
 W H A, Madison, Wis. Y.M.C.A.
 Smith, Harley - Louisiana State Univ., Baton Rouge, La. Chittenden
 Smith, Mrs. William L. - Columbus League for Hard of Hearing
 Sprang, Ralph H. - Student, 69 - 14th Avenue, Columbus
 Stanton, Frank N. - C B S, 485 Madison Ave. Deshler
 Stephenson, Geneva - 242 - 13th Avenue, Columbus
 Stevens, Arthur - Western High of Detroit, Michigan
 18 Griswold St., Delaware, O.
 Stewart, Irvin - Comm. on Scientific Aids to Learning
 41 E. 42nd St., New York City Deshler
 Summers, H. B. - Kansas State College, Manhattan, Kans. Deshler
 Tuttle, Warren W. - Div. of Public Assistance, State Office Bldg, Cols.
 Tyler, I. Keith - Institute for Ed. by Radio, O.S.U., Columbus, O.
 Tyler, R. W. - Bureau of Ed. Research, O.S.U.
 Tyler, Tracy F. - Univ. of Minnesota 1810 Devon Road
 Vorpe, John T. - Stations W H K - W C L E Fort Hayes

Wahl, Rhea - Univ. of Rochester	Deshler
Waller, Judith C. - Nat'l Broadcasting Co. Merchandise Mart	Deshler
Wetzel, H. E. - O.S.U.	
Wheatley, Parker - Univ. Broadcasting Council, Chicago	Deshler
Wheeler, Prof. Carleton A. - W 7 X A L (World Wide Broadcasting Foundation) and Tufts College, Boston, Mass. 1773 King Ave.	
White, Holman - Phila. Public Schools, Philadelphia	Neil House
Whitney, Eleanor - H. D. A., St. Clairsville, Ohio, 211 N. State, Westerville	
Whitsey, Edna Alice - Radio Music, Cleveland Bd. of Ed.	
Whittinghill, Walter W. - Dept. Vis. Auditory Educ., Detroit	Deshler
Wiebe, G. D. - O.S.U. Bur. of Ed. Research	
Wiles, Kimball - O.S.U. Bur. of Ed. Research	
Williams, Byron - W O S U. Ohio State University	
Williams, Gilbert D. - Program Director W B A A, Purdue Univ.	Deshler
Wilson, J. Watson - Muskingum College, New Concord, Ohio 314 W. King Av.	
Wilson, M. E. - Ohio State University, 594 Overbrook Drive, Columbus	
Woelfel, Florence - 1740 Arlington Ave., Columbus	
Woelfel, Norman - Evaluation of School Broadcasts, O.S.U.	
Woodbridge, Paul Cook - Radio Guide Magazine, Educ. Editor 405 W. 23 st., N.Y.C.	Beta Theta Pi Fraternity House
Wright, G. Harry - Kent State Univ., Kent, Ohio	Chittenden
Wrightstone, J. W. - Radio Div. Bureau of Ed. Res., O.S.U.	
Young, Blanche - Indianapolis Public Schools	Deshler
Ziegler, Grace M. - 445½ E. Creighton, Ft. Wayne, Indiana	
Zeckiel, A. N. - P. E. A. Commission, 120 Ed. Bldg. O.S.U.	
Zeigler, Verda Mae - H. H. School, Fort Wayne, Ind.	Deshler

FINAL ANNOUNCEMENT OF THE THIRD
AMERICAN EXHIBITION OF
RECORDINGS OF EDUCA-
TIONAL RADIO PROGRAMS

SPONSORED BY THE TENTH INSTITUTE
FOR EDUCATION BY RADIO TO BE HELD
MAY 1, 2, 3, 1939. ENTRIES CLOSE ON
MARCH FIFTEENTH / / / / / / /

OHIO STATE UNIVERSITY

COLUMBUS, OHIO

PURPOSE OF EXHIBITION

The purpose of this exhibition is to further the broadcasting of valuable educational programs by calling attention to the most meritorious ones of each type.

EXHIBITORS

The Exhibitors are classified into two groups upon the basis of program resources. In general these two major classifications are: 1. Networks, national organizations, and clear-channel stations; 2. Local and regional stations and organizations. The purpose of these two major classifications is to promote fairness in judging the programs of an organization with limited resources of budget and personnel in contrast to organizations with large budgets and personnel. Each entrant should take this into account and enter programs in the major classification which most nearly fits the conditions. The jury reserves the right to change the classification if, in its judgment, such a change will be fairer to other entries. As examples of the two major classifications, programs entered by the United States Office of Education would fall in classification 1, as a national organization. So, likewise, would a sustaining educational program entered by Station KFI, Los Angeles, a clear-channel station. Programs entered by the Detroit Public Schools, a local organization, or by Station WHA, a regional station, would be entered in classification 2. The exhibit is open to any organization or individual upon payment of an entry fee of fifty cents for each program entered.

CLASSES OF PROGRAMS

In general, programs submitted must be those whose primary purpose is to educate rather than to entertain. Awards will be made for the best of each of seven different program types:

For General Use:

- a. Lecture, talk, speech.
- b. Demonstration or participation program.
- c. Dialog, round-table conversation, interview, debate, question and answer.
- d. All forms of dramatization.

For Use in School:

- e. By primary children (approximately Grades I-III).
- f. By elementary children (approximately Grades IV-VI).
- g. By junior and/or senior high-school pupils (approximately Grades VII-XII).

Each program entered in the exhibit must be entered under one of these program types, but the jury may, if it sees fit, change the class in which a program is entered.

SINGLE PROGRAM IN A SERIES

Contestants may enter as many series as are desired in the exhibit, but only a single program may be entered from any one series. This restriction has been made necessary by the large number of programs which have been entered in the two previous exhibitions. In order to keep the number of entries within the limitations of the time of the judges, only one program may be entered from any series. Exhibitors, therefore, will need to make their own selection of the program in any series which has greatest merit.

ENTRY BLANKS

The contestants who plan to enter recordings should request additional entry blanks by writing to I. Keith Tyler, Ohio State University. The entry blanks will be sent to the contestants on and after January 1, 1939. The contestants will have until March 15, 1939, for selecting and recording the programs which are to be entered in the exhibition.

EXHIBIT FEE

An exhibit fee of fifty cents for each program is charged to cover the costs of the exhibition. A check or money order for the total fee for the programs entered should be sent, with the entry blanks for the programs, to I. Keith Tyler, Ohio State University, Columbus, Ohio, at the time that the recordings are shipped. Make checks payable to I. Keith Tyler, Secretary.

ENTRY CLOSING DATE

All records must be shipped prepaid to the Institute for Education by Radio, Ohio State University, Columbus, Ohio, to arrive on or before March 15, 1939. All programs entered must have been broadcast later than March 15, 1938, and previous to March 15, 1939.

PHYSICAL SPECIFICATIONS FOR RECORDS

All programs must be recorded in entirety for the full time the program is broadcast. The programs need not be recorded directly from the air, however, but may be specially staged for recording purposes. Any type of recording will be acceptable, and the jury will endeavor to consider only the character of the program and not the quality of the recording. Records must be on disks laterally cut at 33 RPM or 78 RPM.

AWARDS AND HONORABLE MENTIONS

The Institute for Education by Radio, upon recommendation from the jury, will make "First Awards" and "Honorable Mentions" on the basis of the seven classes of programs in each of the two major classifications. In general, this provides for fourteen "First Awards" and fourteen "Honorable Mentions." However the judges may, at their discretion, withhold awards and honorable mentions in those classes in which no programs appear worthy of this recognition. Similarly they may, in unusual circumstances, give more than one "First Award" or "Honorable Mention" in a single class when the programs entered seem to justify such recognition. Programs and organizations receiving awards or honorable mention will be given special notice in *Education on the Air*, the proceedings of the Institute for Education by Radio, which will be published by the Ohio State University in the fall of 1939. The awards will be announced at the 1939 meeting of the Institute, and the programs given awards will be played, so far as time permits, at a special session.

JUDGING COMMITTEE

The final jury on awards will consist of prominent persons selected because of their ability to judge program production, educational objectives, and audience interest.

COMMUNICATIONS

Address all communications regarding the Third American Exhibition of Recordings of Educational Radio Programs to I. Keith Tyler, Institute for Education by Radio, Ohio State University, Columbus, Ohio.

"EDUCATION ON THE AIR"

The proceedings of the nine previous Institutes for Education by Radio—1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, and 1938, as well as the volume published in 1939, may be obtained from Ohio State University Bookstore at \$3 a volume.

Official Program



**NINTH INSTITUTE
FOR EDUCATION
BY RADIO**



**OHIO STATE UNIVERSITY
COLUMBUS, OHIO**

**MAY 2, 3, 4,
1938**

The Institute for Education by Radio was established in 1930 at Ohio State University. Its purpose is to provide an annual meeting for joint discussion by broadcasters and educators of the problems of educational broadcasting. The program is devoted chiefly to a consideration of the techniques of education by radio. The Institute passes no resolutions and its officers are limited to a director, W. W. Charters, and a secretary, I. Keith Tyler, both of the Bureau of Educational Research. The committee on the annual program for 1938 consists of the two officers with the addition of R. C. Higgy, Director, and Byron B. Williams, Program Supervisor, of Station WOSU, and Edgar Dale of the Bureau of Educational Research.

Program

MONDAY, MAY 2

First General Session

Social Administration Building

Presiding, W. W. CHARTERS

Director, Institute for Education by Radio

MONDAY

9:30 A. M.

Word of Welcome

GEORGE W. RIGHTMIRE, President, Ohio State University

A Fundamental Need of General Education

BOYD BODE, Professor of Education, Ohio State University

How Radio Can Serve This Need: A Panel Discussion

I. KEITH TYLER, Bureau of Educational Research, Ohio State University, *Chairman*

E. M. KIRBY, Educational Director, Station WSM, Nashville

HAROLD B. McCARTY, Program Director, Station WHA, University of Wisconsin

ALLEN MILLER, Director, University Broadcasting Council

JULIUS F. SEEBACH, JR., Program Director, Mutual Broadcasting System

JUDITH WALLER, Educational Director, Central Division, National Broadcasting Company

BYRON B. WILLIAMS, Program Supervisor, Station WOSU, Ohio State University

General Discussion

MONDAY, MAY 2

Work-Study Groups

Deshler-Wallick Hotel

MONDAY

2:00 P. M.

These are groups to work intensively on problems in the general fields indicated. Each chairman has selected a panel of resource persons to give expert advice. The agenda for each group has been developed by the chairman through correspondence with members. The groups meet for two half days, Monday and Tuesday afternoons, which are to be considered continuous rather than separate units.

1. Agricultural Broadcasts. Room 1479

WALLACE KADDERLY, Acting Chief of Radio Service, U. S. Department of Agriculture, *Chairman*

2. School Broadcasts. Room 1340

PAUL T. RANKIN, Supervising Director of Research and Informational Service, Detroit Public Schools, *Chairman*

3. Radio Courses in Universities. Room 1440

CLINE M. KOON, New York City, *Chairman*

4. Research in Radio Education. Room 1437

FRANK N. STANTON, Manager of the Market Research Division, Columbia Broadcasting System, *Chairman*

5. Technical Radio Developments. Room 1537

R. C. HIGGY, Director, Station WOSU, Ohio State University, *Chairman*

✓ 6. Broadcasts for General Education. Room 1540

STERLING FISHER, Director of Radio Talks and Education, Columbia Broadcasting System, *Chairman*

MONDAY, MAY 2

Sections on Special Problems

Deshler-Wallick Hotel

MONDAY

8:00 P. M.

✓ National Association of Educational Broadcasters (Closed Meeting)

CARL MENZER, President, *Presiding*. Room 1537

Educational Broadcasts by Commercial Stations

JUDITH WALLER, Educational Director, Central Division, National Broadcasting Company, *Presiding*. Room 1540

Educational Broadcasts by Adult Organizations

NED H. DEARBORN, Dean, Division of General Education, New York University, *Presiding*. Room 1437

Utilization of School Broadcasts

PAUL REED, Supervisor of Visual and Radio Education, Rochester Public Schools, *Presiding*. Room 1440

TUESDAY, MAY 3

Second General Session

Social Administration Building

TUESDAY

9:30 A. M.

REVIEW OF STUDIES OF EDUCATIONAL BROADCASTING

Presiding, ARTHUR J. KLEIN

Dean, College of Education, Ohio State University

The Studies of the Federal Radio Education Committee

C. F. KLINEFELTER, Vice Chairman, Federal Radio Education Committee

The Effects of Radio on Listeners

PAUL F. LAZARSFELD, Director, Princeton Radio Research Project,
Princeton University

Evaluation of School Broadcasts

J. WAYNE WRIGHTSTONE, Associate Director, Evaluation of School
Broadcasts, Ohio State University

The Wisconsin Study of School Broadcasts

LESTER WARD PARKER, Director, Research Project in School Broad-
casting, University of Wisconsin

The Cleveland "Ultra-High Frequency" Project

CHARLES H. LAKE, Superintendent, Cleveland Public Schools

The Use of Short-Wave Broadcasts in Modern Language Instruction

WILLIAM S. HENDRIX, Professor of Romance Languages, Ohio State
University

General Discussion

TUESDAY, MAY 3

Work-Study Groups

Deshler-Wallick Hotel

TUESDAY

2:00 P. M.

A continuation of the sessions of Monday afternoon.

1. Agricultural Broadcasts. Room 1479

WALLACE KADDERLY, Acting Chief of Radio Service, U. S. Department of Agriculture, *Chairman*

2. School Broadcasts. Room 1340

PAUL T. RANKIN, Supervising Director of Research and Informational Service, Detroit Public Schools, *Chairman*

✓ 3. Radio Courses in Universities. Room 1440

CLINE M. KOON, New York City, *Chairman*

4. Research in Radio Education. Room 1437

FRANK N. STANTON, Manager of the Market Research Division, Columbia Broadcasting System, *Chairman*

5. Technical Radio Developments. Room 1537

R. C. HIGGY, Director, Station WOSU, Ohio State University, *Chairman*

6. Broadcasts for General Education. Room 1540

STERLING FISHER, Director of Radio Talks and Education, Columbia Broadcasting System, *Chairman*

TUESDAY, MAY 3

✓ Dinner

Faculty Club

TUESDAY
6:00 P. M.

Presiding, GEORGE F. ZOOK

President, American Council on Education

The Puzzling Perplexity That Is Radio

JAMES R. ANGELL, Educational Counselor, National Broadcasting Company

Announcement of Awards for Second American Exhibition of Recordings of Educational Radio Programs

ROUND-TABLE DISCUSSIONS

1. Listener Participation

JOSEPH RIES, Educational Director, Station WLW, Cincinnati

2. Dramatic Programs

WILLIAM N. ROBSON, Director, Columbia Workshop, Columbia Broadcasting System

3. Music Programs

ERNEST LA PRADE, Director, Music Research, National Broadcasting Company

4. Science Programs

HARRY A. CARPENTER, Specialist in Science, Rochester Public Schools

5. Discussion Programs

ALICE KELIHER, Chairman, Commission on Human Relations, Progressive Education Association

6. Handling Controversial Issues

FREDERIC A. WILLIS, Assistant to the President, Columbia Broadcasting System

✓ 7. Training and Selection of College Faculty Members for Broadcasting

ROBERT J. COLEMAN, Program Director, Station WKAR, Michigan State College

8. The Radio Workshop

B. H. DARROW, Educational Director, Station WBEN, Buffalo

WEDNESDAY, MAY 4

Third General Session

Social Administration Building

WEDNESDAY

9:30 A. M.

PLANNING FOR THE LISTENER

Presiding, FRANKLIN DUNHAM

Educational Director, National Broadcasting Company

Broadcasting News as History

CESAR SAERCHINGER, American Historical Association

Planning Broadcasts for Women in Great Britain

ELISE SPOTT, British Broadcasting Corporation

Informing the Listener

ROBERT STEPHAN, Radio Editor, Cleveland Plain Dealer

General Discussion

Fourth General Session

Social Administration Building

WEDNESDAY

2:00 P. M.

Presiding, H. V. KALTENBORN

News Commentator, Columbia Broadcasting System

**Demonstration and Discussion of Awards for Second Exhibition of
Recordings of Educational Radio Programs**

Notes

ALL meetings are scheduled on Eastern Standard Time.

Persons wishing rooms near the University may write to Lowell Wrigley, Director of Men's Housing, Administration Building, Ohio State University.

An audition room is provided for the members of the Institute at the offices of the Radio Division of the Bureau of Educational Research in Hayes Hall Annex, just south of the Social Administration Building. All recordings entered in the Second American Exhibition will be available for auditing. Programs to be heard will be scheduled as requested. A complete list of the recordings and reservation blanks may be obtained at the registration desk.

Open discussion on matters of radio education is one of the chief functions of the Institute. Each address will be followed by discussion in which all members are urged to take part.

Each year the proceedings of the Institute are published under the title, *Education on the Air*. The yearbooks may be purchased at \$3 a copy from Ohio State University, except the 1935 yearbook which may be purchased from the University of Chicago Press. A reduced price for back copies of the yearbook is made when purchased in sets.

Tickets for the dinner Tuesday evening, May 3, may be purchased at the registration desk; the price is \$1.50. All reservations for the dinner must be made by Monday noon, May 2.

Registration facilities and a bureau of information will be maintained in the main hallway of the Social Administration Building. At the time of the down-town meetings, an additional registration desk will be maintained near the elevators in the Wallick addition of the

Deshler-Wallick Hotel. Although there is no registration fee, all persons attending the meetings are requested to register.

Mail for visiting members may be secured from the registration desk if addressed in care of the Institute for Education by Radio, Ohio State University, Columbus, Ohio.

General sessions will meet at the Social Administration Building on the Ohio State University campus, one block west of High Street on Seventeenth. The Dinner will be at the Faculty Club on the third floor of the Administration Building, near the center of the campus. Work-study groups and section meetings will be held at the Deshler-Wallick Hotel in down-town Columbus.

The Deshler-Wallick is the official headquarters hotel for the conference. Reservations may be made in advance by writing directly to the hotel.

Informal exhibits of various organizations will be welcomed in connection with the conference. For reservation of table space, write to Miss Margariete Ralls, Hayes Hall Annex, Ohio State University, Columbus.

The exchange of materials among the members of the Institute has proved helpful in the past. A table will be provided among the exhibits where this material may be placed. Members are encouraged to bring such materials for distribution.

Official Program

●

**ELEVENTH INSTITUTE
FOR EDUCATION
BY RADIO**

●

**THE OHIO STATE UNIVERSITY
COLUMBUS, OHIO**

**APRIL 29, 30, AND MAY 1,
1940**

The Institute for Education by Radio was established in 1930 at Ohio State University. Its purpose is to provide an annual meeting for joint discussion by broadcasters and educators of the problems of educational broadcasting. The program is devoted chiefly to a consideration of the techniques of education by radio. The Institute passes no resolutions and its officers are limited to a director, W. W. Charters, an executive secretary, I. Keith Tyler, and a secretary, M. Margariete Ralls, all of the Bureau of Educational Research. The committee on the annual program for 1940 consisted of the three officers with the addition of R. C. Higgy, Director, and Friel Heimlich, Program Supervisor, of Station WOSU, J. Wayne Wrightstone, formerly Associate Director, Evaluation of School Broadcasts, Irwin A. Johnson, Director of Developmental Programs, Station WBNS and Ed Bronson, Program Director, Station WCOL.

Program

MONDAY, APRIL 29

First General Session

Hall of Mirrors
Deshler-Wallick Hotel

MONDAY
9:30 A. M.

Presiding, W. W. CHARTERS

Director, Institute for Education by Radio

Word of Welcome

HOWARD L. BEVIS, President, Ohio State University

Are We Victims of Propaganda?—A Breakfast-Table Discussion

The technique will be that of the People's Platform of the Columbia
Broadcasting System

Participants

LYMAN BRYSON, Professor of Education, Columbia University

J. HARRY COTTON, Pastor, Broad Street Presbyterian Church, Colum-
bus

EDWARD NEWELL DOAN, Department of Journalism, Ohio State Uni-
versity

MRS. JOSEPHINE SMITH HORCHOW, Housewife, Columbus

T. E. MORAN, Taxi Driver, Columbus

Discussion from the Floor Conducted by Professor Bryson

Announcement of Awards for the Fourth American Exhibition of Recordings of Educational Radio Programs

245
MONDAY, APRIL 29

Clinics and Work-Study Groups

Deshler-Wallick Hotel

MONDAY

2:00 P. M.

The work-study groups devote themselves intensively to problems in the general fields indicated. Each chairman has selected a panel of resource persons to give expert advice. The agenda for each group has been developed by the chairman through correspondence with members. The groups meet for two half days, Monday and Tuesday afternoons, which are to be considered continuous rather than separate units. The topics and personnel listed are for both half-day sessions.

The clinics are held for the demonstration and critical discussion of specific techniques in the fields indicated. The procedures will consist of a statement of the techniques to be used, the playing of illustrative recordings and the critical evaluation of the recordings. Details of programs are for both half-day sessions.

I. Agricultural Broadcasts, Room 1479

JOHN C. BAKER, Radio Extension Specialist, United States Department of Agriculture, *Chairman*

I. Problems of Planning and Administration

Farm Facts Can Be Fun

GEORGE S. ROUND, University of Nebraska, Lincoln

Highlighting Agriculture

CHARLES WORCESTER, Station WNAX, Yankton, South Dakota

What Do Women Want to Hear? And How?

RUTH VAN DEMAN, Bureau of Home Economics, United States Department of Agriculture

How Can We Tell Who Listens?

FRANK STANTON, Columbia Broadcasting System

II. Problems of Technique

We Throw the Script Away

HARWOOD HULL, Alabama Polytechnic Institute, Birmingham

What Is Showmanship?

ED MASON, Station WLW, Cincinnati

To Teach or to Sell? (Thirty Minute Panel Discussion)

W. E. DRIPS, National Broadcasting Company, Chicago

R. D. MICHAEL, Virginia Polytechnic Institute, Blacksburg

G. O. OLESON, Massachusetts State College, Amherst

SAMUEL H. RECK, Iowa State College, Ames

HAROLD A. SAFFORD, Station WLS, Chicago

Human Interest in Farm Programs

CHARLES STOOKEY, Columbia Broadcasting System, St. Louis

How Can the County Agent Use Radio?

C. M. EAST, New Albany, Indiana

Improving Broadcast Technique

RALPH STEETLE, Louisiana State University, Baton Rouge

On-the-Spot Broadcasts

ROBERT J. COLEMAN, Michigan State College, East Lansing

2. School Broadcasts, Room 1537

HAROLD W. KENT, Director, Radio Council, Chicago Public Schools, *Chairman*
Resource Persons

PHILIP H. COHEN, Program Executive, United States Office of Education

ROBERT S. EMERSON, In Charge of Instruction in Radio, New York University

PHIL ENGLISH, Student, University High School, Ohio State University

ELIZABETH GOUDY, Director of Radio, Public Schools of Los Angeles County

HARRIET H. HESTER, Educational Director, Station WLS, Chicago

KENNETH C. RAY, Superintendent of Schools, Zanesville, Ohio

3. Research in Educational Broadcasting, Room 1440

H. M. BEVILLE, JR., Research Manager, National Broadcasting Company,
Chairman

I. Some Recent Contributions from Educational Radio Research Projects—Their Purpose, Techniques, and Results

Listening Habits of Texas Adolescents

A. L. CHAPMAN, Director, Bureau of Research in Education by Radio, University of Texas, Austin

A Study of Listening Habits of Individual Family Members Conducted through Schools

GARNET R. GARRISON, Director, Division of Radio, Wayne University, Detroit, Michigan

Out-of-School Listening Studies in Chicago, St. Louis, and Zanesville

HOWARD ROWLAND, Research Associate, Evaluation of School Broadcasts, Ohio State University

Surveys of Rocky Mountain Radio Council Programs by Telephone and Questionnaire

ROBERT B. HUDSON, Director, Rocky Mountain Radio Council, Denver

Social Stratification of Radio Audience

CUTBERT DANIEL, Research Associate, Office of Radio Research, Columbia University

Studying Why People Don't Listen

PAUL F. LAZARFELD, Director, Office of Radio Research, Columbia University

Town Meeting of the Air Study

R. R. LOWDERMILK, Research Associate, Evaluation of School Broadcasts, Ohio State University

Folk Music of America Study

GERHART D. WIEBE, Research Assistant, Evaluation of School Broadcasts, Ohio State University

Listener Advisory Panels As Used by NBC Associated Stations

H. B. SUMMERS, Kansas State College, Manhattan

II. A Classification of Research Studies According to Those Who Can Use the Results

General Discussion

4. Broadcasts for General Education, Room 1437

HERSCHEL W. NISONGER, Assistant Director, Bureau of Special and Adult Education, Ohio State University, *Chairman*

Major Problems for Discussion

Aspects of General Education Needs of People Which Can Best Be Served through the Use of Radio

Kinds of General Education Programs in Which Adults Have Expressed the Greatest Interest

Methods of Discovering Listener Interests and Needs; Use in Program Building

Techniques Which Have Been Found Effective in General Education Broadcasts

Effective Channels for Informing Listeners about Radio Programs; Use of Organized Groups

Use of Local Resources in Building Programs in General Education Possibilities and Limitations of Listener Groups

Place of Networks, Regional and Local Stations, in Providing General Education Programs

Possibilities and Limitations of the Use of Radio in the Development of Better and More Effective Citizens in a Democratic Society through News Broadcasts, Radio Forums, Discussion of Controversial Issues, and Radio Courses Dealing with Social, Economic, and Political Issues

Resource Persons

WILLIAM O. ALDRIDGE, Station WOSU, Ohio State University

LYMAN BRYSON, Chairman, Adult Education Board, Columbia Broadcasting System

MARION S. CARTER, Director, Radio Forum Division, The Town Hall

J. HARRY COTTON, Moderator, Columbus Town Meeting

GEORGE V. DENNY, JR., President, The Town Hall

SHERMAN H. DRYER, Radio Director, University of Chicago

W. I. GRIFFITH, Director, Station WOI, Iowa State College, Ames

FRANK ERNEST HILL, Director of Study of Listening Groups, Federal Radio Education Committee, New York City

ARTHUR HENRY MOEHLMAN, Associate Professor, Social Science Education, Ohio State University

LEONARD POWER, Coordinator of Research, Federal Radio Education Committee

ED KIRBY, Director of Public Relations, National Association of Broadcasters

THOMAS D. RISHWORTH, Educational Director, Station KSTP, St. Paul

LAVINIA S. SCHWARTZ, Midwestern Educational Director, Columbia Broadcasting System, Chicago

JULIUS SEEBACH, Program Director, Station WOR, New York City

C. A. SIEPMANN, Harvard University, Cambridge. Formerly with the British Broadcasting Corporation

JUDITH C. WALLER, Educational Director, Central Division, National Broadcasting Company, Chicago

5. Public Service Broadcasting, Room 1540

WALTER G. PRESTON, JR., Assistant to the Vice President in Charge of Programs, National Broadcasting Company, *Chairman*

Major Problems for Discussion

How can the radio station and different local organizations get to know and understand each other's problems, so that more public service programs, with a greater amount of listener appeal, can be built?

Who pays program costs?

Who has the final say as to (a) pattern of program, (b) content of program?

What can be done to improve publicity and promotion disseminated by station and organization?

What is being done about audience building by station and organization?

Who should be responsible for such audience building?

What about length of program, type of program, content of program, presentation and participation?

How can the non-commercial sponsors be made aware of their limitations in the entertainment field, while at the same time giving them an awareness of their power in the field of their specialization?

Should cooperation with governmental agencies be treated separately from other organizations?

How important is the radio director of the organization to the success of the series of radio broadcasts?

If a station has a chance to sell the time that is being used for an established public service program, does public interest demand that it forego this added income, so that the public service feature may be maintained intact?

Should a station make a time-demand contract with a network that subjects public service programs on the local station to a time shift or complete deletion on short notice?

Is a public service program justified if it appeals to only a small group numerically, providing that radio can give a service to this group that the group can get no other way?

What, from the regional or local point of view, are the defects in present public service broadcasts?

What can public service broadcasting do to assist the furtherance of governmental measures for the betterment of society?

Resource Persons

JESSICA MCFARLAND, Director of Women's Activities, Station WMBD, Peoria, Illinois

ROBERT B. HUDSON, Director, Rocky Mountain Radio Council, Denver

CLARENCE M. MORGAN, Director of Radio Education, Indiana State Teachers College, Terre Haute

LEONARD POWER, Coordinator of Research, Federal Radio Education Committee, Washington

LAVINIA S. SCHWARTZ, Midwestern Educational Director, Columbia Broadcasting System, Chicago

CHARLES A. SIEPMANN, Harvard University, Cambridge

ELMER G. SULZER, Director, Radio Activities, University of Kentucky, Lexington

JOHN W. TINNEA, Program Director, Station KWK, St. Louis

6. Radio in Religious Education, Room 1663

FRANK NELSON, Minister, Community Presbyterian Church, Lakewood, Ohio, *Chairman*

7. Clinic: Music Appreciation Broadcasts, Room 1279

ALTON O'STEEN, Research Associate, Evaluation of School Broadcasts, Ohio State University, *Chairman*

Transcriptions of several different types of music appreciation broadcasts for different age levels will be played in whole or in part. Discussion of the techniques and materials of the broadcast will follow the playing of each transcription. Representatives of university stations, public school broadcasting units, networks and commercial stations, whose music programs will be played, will be present to explain their recordings and to enter into the discussion of other recordings.

Transcriptions for Session I (Monday)

Music for Fun, Columbia Broadcasting System

Music for Young Listeners, Cleveland Public Schools

Music Enjoyment for Young Children, University of Wisconsin

Music for Young Listeners, Toledo Museum of Art

Standard School Broadcast, Pacific Coast Network, National Broadcasting Company

Transcriptions for Session II (Tuesday)

Music of the Masters, Cincinnati College of Music
Rochester Civic Orchestra, Rochester Public Schools
Music Appreciation, University of Minnesota
Musical Memory Contest, Station WQXR, New York City
Folk Music of America, Columbia Broadcasting System, American School
of the Air

8. Clinic: Science Broadcasts, Room 1340

LORING ANDREWS, Chairman Program Committee, World Wide Broadcasting
Foundation, Boston, *Chairman*

Transcriptions of several different types of science broadcasts will be played
in whole or in part. Discussion of the techniques and materials of the
broadcast will follow the playing of each transcription. A person respon-
sible for each recording will be present to explain the purpose and plan of
each of the programs.

MONDAY, APRIL 29

Sections on Special Problems

Deshler-Wallick Hotel

MONDAY

8:00 P. M.

Adult Education by Radio

GEORGE V. DENNY, JR., President, The Town Hall, *Presiding*.
Room 1440

Classroom Utilization of Broadcasts

ELIZABETH GOUDY, Director of Radio, Public Schools of Los Angeles County, *Presiding*. Room 1479

Dedication and Demonstration of Radio Workshop Equipment (South High School, 1160 Ann Street)

E. S. STAUFFER, South High School, Columbus, *Presiding*

Joint Meeting of the National Association of Broadcasters and the Educational Directors of CBS, NBC, and MBS

ED KIRBY, Director of Public Relations, National Association of Broadcasters, *Presiding*. Room 1540

National Association of Educational Broadcasters (Closed Meeting)

W. I. GRIFFITH, Treasurer, *Presiding*. Room 1537

Pre-Professional Training of Radio Personnel

FRANK E. MASON, Vice President and Assistant to the President, National Broadcasting Company, *Presiding*. Room 1279

School Supervision by Radio

H. M. BUCKLEY, Assistant Superintendent of Schools, Cleveland, *Presiding*. Room 1340

TUESDAY, APRIL 30

TUESDAY
9:30 A. M.

Second General Session

Auditorium

Social Administration Building

Presiding, HAROLD ALBERTY

Director, University School,
Ohio State University

Demonstration of the Utilization of a Classroom Broadcast: "Progress—Who Benefits?" A Program in the Series, Frontiers of Democracy, American School of the Air

Students from Grades XI and XII, University High School

Teacher, Arthur Henry Mochlman, Associate Professor, Social Science Education, University School, Ohio State University

Evaluation of the Demonstration

RAOUL GATIEN, Department of Instructional Research, Detroit Public Schools

WILLIAM B. LEVENSON, Supervisor of Radio Activities, Station WBOE, Cleveland Public Schools

PAUL REED, Supervisor of Visual and Radio Education, Rochester Public Schools

SEERLEY REID, Evaluation of School Broadcasts, Ohio State University

VERNA WALTERS, Supervisor of Elementary Education, Zanesville Public Schools

BLANCHE YOUNG, Assistant Director, Department of Publications, Indianapolis Public Schools

Discussion from the Floor

TUESDAY, APRIL 30

Clinics and Work-Study Groups

Deshler-Wallick Hotel

TUESDAY

2:00 P. M.

A continuation of the sessions of Monday afternoon.

(See detailed program on pages 2 to 8)

TUESDAY, APRIL 30

Dinner

TUESDAY
6:00 P. M.

Hall of Mirrors
Deshler-Wallick Hotel

Presiding, JUDITH WALLER
Educational Director, Central Division
National Broadcasting Company

Radio As a Social Force

WILLIAM J. DEMPSEY, General Counsel, Federal Communications Commission

ROUND-TABLE DISCUSSIONS

1. Writing for Radio, Room 1440
BERNARD C. SCHOENFELD, Chief Script Writer, Radio Section, Department of Interior
2. Radio Production, Room 1637
JOHN S. CARLILE, Director of Radio Activities, University of Alabama
3. Handling Controversial Issues, Room 1540
ED KIRBY, Director of Public Relations, National Association of Broadcasters
4. Radio Workshops, Room 1340
THOMAS D. RISHWORTH, Educational Director, Station KSTP, St. Paul
5. Educational Script Exchanges, Room 1537
FRIEL HEIMLICH, Station WOSU, Ohio State University
6. Recordings for School Use, Room 1437
EMILIE HALEY, Assistant to the Director, Association of School Film Libraries
7. Engineering Quiz Section, Room 1648
R. C. HIGGY, Director, Station WOSU, Ohio State University
8. News and Special Events Broadcasts, Room 1479
A. A. SCHECHTER, Director of News and Special Events, National Broadcasting Company

WEDNESDAY, MAY 1

Third General Session

Auditorium

Social Administration Building

Presiding, H. L. EWBANK

Department of Speech, University of Wisconsin

WEDNESDAY

9:30 A. M.

The Activities of the Federal Radio Education Committee

LEONARD POWER, Coordinator of Research, Federal Radio Education Committee

The Status of Research in Radio Education

J. WAYNE WRIGHTSTONE, Bureau of Reference, Research and Statistics, New York City Public Schools

Developments in International Broadcasting

GUY HICKOK, Manager, International Division, National Broadcasting Company

Views and Impressions of American Broadcasting

FELIX GREENE, Former American Representative of the British Broadcasting Corporation

Discussion from the Floor

Fourth General Session

Ball Room

Deshler-Wallick Hotel

Presiding, HAROLD B. McCARTY

Director, Station WHA

University of Wisconsin

WEDNESDAY

2:00 P.M.

Planning and Production of the Programs to Be Presented

JOSEPH RIES, Educational Director, Station WLW, Cincinnati

Demonstration of the Production of Two Types of Educational Broadcasts

"Fortunes Washed Away," a program in soil conservation and
"Music of the Masters," a program in music appreciation

Participants

JOSEPH RIES, Educational Director, Station WLW

ARTHUR RADKEY, Assistant Educational Director, Station WLW

UBERTO NEELY, Head of Radio Extension Department, College
of Music, Cincinnati

EWING JONES, Head of Press and Radio, Soil Conservation,
Fifth District

Members of the cast from Station WLW, Cincinnati, and orchestra from the Cincinnati College of Music

Evaluation of the Demonstration

PHILIP H. COHEN, Program Executive, United States Office of Education

GEORGE JENNINGS, Radio Council, Chicago Public Schools

SHERMAN LAWTON, Radio and Visual Education, Stephens College

KATHARINE MATCHETT, Director of Radio Activities, West Technical High School, Cleveland Public Schools

C. WILBERT PETTEGREW, In Charge of Production, Station WOSU,
Ohio State University

GERHART D. WIEBE, Evaluation of School Broadcasts, Ohio State University

Discussion from the Floor

Other Meetings of Interest to Institute Members

SUNDAY, APRIL 28, 8 P.M., ROOM 216, DESHLER-WALLICK HOTEL. Dinner for educational directors of stations affiliated with the Columbia Broadcasting System. Sterling Fisher, CBS Educational Director, Host.

SUNDAY, APRIL 28, 9 P.M., DESHLER-WALLICK HOTEL. Educational directors of stations affiliated with the National Broadcasting Company. Walter G. Preston, Jr., Assistant to the Vice President in Charge of Programs, Host.

MONDAY, APRIL 29, 12:30 P.M., DESHLER-WALLICK HOTEL. Luncheon for members of Advisory Committee of the Institute of Oral and Visual Education and invited guests. Howard M. LeSourd, Chairman, Host.

MONDAY, APRIL 29, 5 P.M., ROOM 1212, DESHLER-WALLICK HOTEL. Reception of CBS educational directors and other invited guests. Station WBNS, Educational Department, Irwin Johnson, Director, Host.

MONDAY, APRIL 29, 5 P.M., HALL OF MIRRORS, DESHLER-WALLICK HOTEL. Members of the Institute are invited to a special showing of a sound color film of the Interlochen Music Camp. The Camp has a number of radio activities which should be of interest. Joseph Maddy, Host.

TUESDAY, APRIL 30, 12:30 P.M., ROOM 216, DESHLER-WALLICK HOTEL. Luncheon for school directors of radio. William D. Boutwell, Director, Radio Project, United States Office of Education, in charge.

TUESDAY, APRIL 30, 4:45-5:15 P.M., PARLORS A AND B, DESHLER-WALLICK HOTEL. Members of the Institute are invited to attend a demonstration of frequency modulation. Courtesy Station WBNS-W8XVH.

WEDNESDAY, MAY 1, 6 P.M., STATION WHKC STUDIOS, 22 EAST GAY STREET. Members of the Institute are invited to witness a broadcast from 6:15 to 6:30, to the Mutual Broadcasting System, of "Trail Blazers," a dramatized safety program of the American Automobile Association. Larry Roller, MBS Representative, Host.

Special Broadcasts Relating to the Institute

(All times are Eastern Standard)

SUNDAY, APRIL 28, 6:15 P.M., STATION WBNS (1430 k.c.). Interviews regarding the Institute program.

MONDAY, APRIL 29, 3:15-3:30 P.M., STATION WHKC (640 k.c.) AND MUTUAL BROADCASTING SYSTEM. Discussion of awards of the recording exhibition.

TUESDAY, APRIL 30, 3:15-3:30 P.M., STATION WHKC (640 k.c.) AND MUTUAL BROADCASTING SYSTEM. Discussion of radio workshop activities.

Notes

ALL meetings are scheduled on Eastern Standard Time.

An audition room will be provided for the members of the Institute where recordings may be audited. The headquarters suite of the Institute, Room 1054, will be utilized for this purpose. The recordings entered in the Fourth American Exhibition will be available for auditing on the basis of a schedule which may be obtained at the registration desk.

Open discussion on matters of radio education is one of the chief functions of the Institute. Members are urged to take part freely in the discussion.

Registration facilities and a bureau of information will be maintained near the desk in the Wallick addition of the Deshler-Wallick Hotel. Additional registration facilities will be maintained in the Social Administration Building on the campus at the time of the campus meetings. The registration fee is \$3.00 which includes a copy of the proceedings, *Education on the Air*, and admission to all meetings. Single day registration is \$1.00 and single session registration is 50¢. These latter

Howard re 18 Universal

registration cards admit the members to the meetings but do not include a copy of the proceedings. Special registration for those who do not wish a copy of the proceedings is \$1.50. A registration card will be required for admission to *all* meetings.

Each year the proceedings of the Institute are published under the title *Education on the Air*. The yearbooks may be purchased at \$3.00 a copy from Ohio State University, except the 1935 yearbook which may be purchased from the University of Chicago Press. A reduced price for back copies of the yearbook is made when purchased in sets.

Tickets for the dinner Tuesday evening, April 30, may be purchased at the registration desk; the price is \$1.75. All reservations for the dinner should be made by Monday noon, April 29.

Mail for visiting members may be secured from the registration desk if addressed in care of the Institute for Education by Radio, Ohio State University, Columbus, Ohio.

All sessions of the conference, except the general meetings on Tuesday and Wednesday mornings, will be held at the Deshler-Wallick Hotel in down-town Columbus. The Tuesday and Wednesday morning sessions will meet at the Social Administration Building on the Ohio State University campus, one block west of High Street on Seventeenth.

The Deshler-Wallick is the official headquarters hotel for the Institute. Reservations may be made in advance by writing directly to the hotel.

The exchange of materials among the members of the Institute has proved helpful in the past. A table will be provided where this material may be placed. Members are encouraged to bring such materials for distribution.

Frequency modulation receivers will be available in the official headquarters suite, Room 1054, for casual listening throughout the Institute.

Fund - NBL

1. News

2. Public Opinion

Science

1 - audience - shield

2 = Field of view against time.

3 - efforts used but is related to

limits of some fundamental
what are the frontiers in social fields

8362 history group

Type in - content

is 25-35 club type

C - 30 min type 55-200

attention

Discussion

Reading

action

Contact with agency

Education two way

Discussion
a - type of program

WS01

menger

Croftan

Heuer

Hausbeyer

Bridgers, Burton

Mills, Mabel

Maryon Kato

Jane Nelson

Harold Nelson

Wick

W. W.

W. C.

T. C.

W. B.

W. A.

W. C.

W. C.

Hanson

W. O. I.

Griffith

or

Logan

W. L. B.

W. L. B.

E. W. Zebuth

Charles Harold

W. L. B.

W. L. B.

W. L. B.

W. L. B.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



WISCONSIN
HISTORICAL
SOCIETY



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.